

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP#: 68 **TITLE:** Evaluation of NIDA's Public Information Publications

PART I - REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

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Proposal Address:
Procurement Section, COB, DEA
National Heart, Lung, and Blood Institute
National Institutes of Health
Rockledge Building 2, Suite 6042
6701 Rockledge Drive
Bethesda, Maryland 20892-7902

Billing Address:
Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Two (2) years from date of award with an option for an additional twelve (12) months.

C. PRICING METHOD: Cost Plus Fixed Fee pricing method is desired. The estimated level of effort for each year is as follows:

Labor Category	DIRECT LABOR HOURS			
	Year One (1)	Year Two (2)	Option Year Three (3)	Total
Project Manager	2,040	2,040	2,040	6,120

Statistician	1,020	1,020	1,020	3,060
Web Designer / Database Developer	2,040	1,020	1,020	4,080
Study Designer	2,040	2,040	1,020	5,100
Interviewer	510	1,500*	2,040**	4,050
Evaluation Specialist	2,040	2,040	2,040	6,120
Writer-Editor	0	350	510	860
Administrative Support	2,040	2,040	2,040	6,120
	11,730	12,050	11,730	35,510

** Two (2) Interviewers are required for year two (2) for a total of 1,500 direct labor hours.*

** Two (2) Interviewers are required for year three (3) for a total of 2,040 direct labor hours.*

- A. PROPOSAL INSTRUCTIONS:** *Technical proposals should be no longer than twenty (20) pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and three (3) copies of the technical proposal and an original and two (2) copies of the cost proposal. Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. Firms may submit proposals electronically via e-mail to ClarksonM@nhlbi.nih.gov referencing the RFTOP number and the name of firm in the subject line, or via facsimile. In both cases, offerors must follow such proposal submissions with hard copies as specified above.*

A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical plan should reflect a clear understanding of the nature of the work being undertaken. The technical plan must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

Plans which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for further consideration. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

Cost / Business Proposals. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit. The Government has estimated 10,660 direct labor hours per year to complete this project. The Contractor may use the direct labor hour estimates in their proposal. The Contractor's proposal must fully document and justify increases or decreases in the estimate of the direct labor hours.

B. RESPONSE DUE DATE: Monday, July 15, 2002 at 4:00 p.m., local time.

C. TASK DESCRIPTION:

The mission of the National Institute on Drug Abuse (NIDA) is to lead the Nation in bringing the power of science to bear on drug abuse and addiction. This charge has two critical components: (1) strategically supporting and conducting research across a broad range of disciplines and (2) ensuring the rapid and effective dissemination and use of the results of that research to significantly improve drug abuse and addiction prevention, treatment, and policy.

NIDA's Office of Science Policy and Communications (OSPC) is responsible for a wide variety of functions on behalf of the Institute. In particular, this includes oversight of the development, design, and dissemination of all public health informational publications targeted to the general public, professional health care providers, researchers, and policy makers.

PURPOSE: Ensuring the usefulness of NIDA's vast array of health information publications is of the utmost importance. In spite of numerous feedback systems to assess this, there is a need to implement a more formal strategy to continually assess the reach, impact, effect, and utility of these products. Only in this way will NIDA be able to continually improve its efforts to inform policies and practices related to drug abuse and addiction. This task order seeks the design and implementation of such a strategy.

OBJECTIVES: OSPC/NIDA desires to design and implement a plan to evaluate the use and usefulness of selected publications produced by the Institute. For each publication, OSPC is interested in, though not limited to, knowing:

- C Who are the designated target audiences for this publication?
- C What efforts were taken to reach these audiences?
- C Of audiences selected, which and how many were actually reached?
- C Which audiences were not adequately reached?
- C What strategies were/are used to promote the availability of the publication?
- C How "user-friendly" are the products and services in terms of access

- to information, content, reading level, graphics, format?
- C Do representatives of the intended audience find the publication useful?
- C If so, how is it used?
- C If not, why not?
- C Is there any evidence of the publication's influence on shaping practice and/or policy?
- C How might future publications be enhanced to improve their useability?
- C What additional types and/or formats of NIDA publications are indicated?

CONTRACTOR REQUIREMENTS: The Contractor will provide the technical and functional activities needed for program management of this Statement of Work as well as provide the centralized administrative, clerical, documentation, and other related functions. Specifically, the Contractor will provide project management staff with strong evaluation design and implementation skills.

The Contractor is responsible for quality assurance and ensuring that the assessment plan is both designed and implemented in a timely and methodologically sound manner. The Contractor is responsible for ensuring that all data is completely accurate and will provide data collection, entry, maintenance, and analysis until the end of the contract period. They will anticipate potential problems and advise the Project Officer about project direction and implications of direction and/or decisions.

The Contractor will be expected to perform the following tasks:

Phase 1: Design Evaluation Approach

1. Arrange and participate in an initial meeting with OSPC PO to discuss needs, parameters, and timeline to develop and begin implementation of a publication evaluation strategy.
2. Submit draft plan and timeline to assess selected NIDA publications. Plan should include proposed methodology and costs.
3. Revise and submit final plan based on PO feedback.
4. Design and produce all needed research instruments, such as questionnaires and interview guides.
5. Design a database to track and analyze all data collected as part of the assessment plan. The database should be compatible with all NIDA technology.

Phase 2: Pilot Test Evaluation Design

1. Determine usability of proposed plan by conducting pilot test of selected publication and subset of target audience.
2. Revise design based on findings of pilot test.

Phase 3: Implement Evaluation Plan

1. Conducting all data collection activities in accordance with the master timeline.
2. Analyze data collected and report on the analysis using descriptive and graphical summaries to present quantitative data; written summaries to present qualitative data.
3. Manage quality control across all tasks and products.
4. Provide final report at the end of the contract period. The report should include the final evaluation plan, copies of all instruments used in the assessment, discussion of the results and conclusions about them, and any recommendations based on the results.

CLEARANCES: All data collection activities will be conducted in accordance with OMB regulations.

G. EVALUATION FACTORS: Evaluation factors will be weighted according to the percentages below:

1. **Corporate Experience (20%)**
The contractor shall have experience in designing, developing, and conducting practical program evaluation and assessments grounded in solid theory. The Contractor shall provide examples of previous evaluation or assessment plans and reports complete with methodologies used and recommendations offered.
2. **Technical Approach (40%)**
The contractor shall demonstrate a clear understanding of the requirements for developing and implementing an assessment of NIDA's public information publications; evaluation practice and theory; familiarity and experience with the types of research methodologies likely to be useful; ability to describe the type of data collection recommended as part of the plan; a concern for and approach to the protection of sensitive information; experience in designing and executing evaluation the plan; experience in designing and executing evaluation activities in phases to facilitate rapid use of findings for program modifications as well as capability for program expansion and refinement over time; creativity and innovation in suggesting and implementing program objectives. The use of direct labor must reflect an accurate understanding of the scope and requirements for the plan.
3. **Management Plan (40%)**
The contractor should provide a management plan and qualified staff to implement all aspects of the required work. Research and evaluation expertise, and the ability to implement practical solutions

are critical. Credentials, expertise, and availability for staff must be presented.

4. **Price**

Price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered to offer the best value to the Government. The cost proposal shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

TO# NICS-68 TITLE:
Publications

Evaluation of NIDA's Public Information

**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-
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Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:
PROPOSED COMPLETION DATE:

Pricing Method: CPFF

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

NLM APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____
Signature -Anthony M. Revenis, J.D., NIH-PICS Coordinator Date